

File

# fashion / calendar

*Ruth Finley, Publisher / a weekly publication / 23rd year*

*8 East 77th St./New York 21, N. Y./TR 9-2343/ MAR. 4, 1963*

1963

JANUARY	FEBRUARY	MARCH	APRIL
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## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 1, 1963</u>			
Thursday Feb. 28 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Spring custom-order collection, designed by Leslie Morris. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Cancelled Feb. 28	BOB BUGNAND FOR SAM FRIEDLANDER LUNCHEON FASHION SHOW AT WALLORF-ASTORIA HAS BEEN CANCELLED. Publicity: Phyllis Youngheart, PL. 1-0752.		
Friday March 1 9:00 A.M. Coffee	PRESS PREVIEW OF FASHIONS BY BILL BLASS Showing of Spring fashions, designed by Bill Blass for Maurice Rentner. (For Release, Mon., March 4.) By invitation. Publicity: Kay Robinson, OR. 9-7800, Ext. 319.	B.ALTMAN & CO.	2ND FLOOR PETITE BOUTIQUE
Just Released	GLOVE AND MILLINERY COLORS, FALL 1963 Fall glove and millinery colors, Fall 1963, coordinating ready-to-wear, shoes, and other accessories. Contact: Ann Mulligan, MU. 5-5881.	COLOR ASSOCIATION OF U.S.A., INC.	200 MADISON AVENUE
<u>WEEK BEGINNING MONDAY, MARCH 4, 1963</u>			
Monday March 4 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephan Erklin, will present her Spring collection. (For Release, Tues., March 5.) By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Monday March 4 1:00 P.M.	CUSTOMER SHOWING: SIMONETTA ET FABIANI Showing of Altman's Spring imported collection by Simonetta et Fabiani. Open to public. Publicity: Kay Robinson, OR. 9-7800.	B.ALTMAN & CO.	3RD FLOOR PROMENADE
Monday March 4 4:00 P.M.	PRESS PREVIEW OF IMPORT COLLECTION Spring import collection by Bergdorf Goodman will be previewed for the press. (For Release, Wed., March 6.) By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Monday March 4	SHOWING: TRANSITION COLLECTION Showing of complete Transitional junior dresses, petites, coordinates, sportswear--continuous daily. Showings also in Merchandise Mart--Dallas, Chicago, Atlanta; 112 W. 9th St., L.A.; and 3830 Kelly Ave., Cleveland. Publicity: Clare Affens, PE. 6-2392.	BOBBIE BROOKS, INC.	1407 BROADWAY ROOM 3902



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 5 1:00 P.M.; 2:30 P.M.	CUSTOMER SHOWINGS: SPRING FABRICS Altman's fabrics in fashions for Spring. Open to the public, March 5-6 at 1:00 and 2:30 P.M. Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	5TH FLOOR
Tuesday March 5 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Bob Bugnand will present his Spring-Summer custom-order collection, created by him in Paris, at a preview for the press. Customer showing: Thurs., March 7 at 3:00 P.M. Both shows, by invitation. Contact: Mme. Montefiore, TE. 8-0750. Publicity: Ruth Hammer Assoc., EL. 5-7872.	BOB BUGNAND	19 EAST 62ND STREET SALON
March 5- March 8	RECEPTION FOR TRADE OF SPRING MILLS' NEW BUILDING, 4:30-6:30 P.M. By invitation. Contact: Lucile Queen, 556-6197.		
Wednesday March 6 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Macy's will present their import collection to the press. (For Release, Fri., March 8.) (Note Change Of Time.) By invitation. Publicity: Eleanore Bruce, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday March 6 3:00 P.M.	PRESS PREVIEW: SPRING- SUMMER COLLECTION Elizabeth Arden's Spring-Summer collection, designed for her by Oscar de la Renta. By invitation. Publicity: Alan McGeehan at Rasponi Assoc., 667 Madison Avenue, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Wednesday March 6 4:00 P.M. Cocktails	PREVIEW: FALL SPORTSWEAR COLLECTION Catalina's preview of Sportswear for Fall 1963. Show at 4:30 P.M. By invitation only. Publicity: Maria Brown, Fashion Director, LA. 4-4696.	CATALINA, INC. (1407 BROADWAY)	HOTEL PLAZA PLAZA 9 ROOM
Beginning Wednesday March 6	SHOWINGS: DETROIT, CHICAGO, CALIFORNIA Showing of "Petti-4," casual wear for the petite miss; and "Terry Rogers" misses sizes at Hotel Statler, Detroit, March 6-9; at Executive House, Chicago, March 10-17, contact: Sydney Schwartzberg. Showing at Sheraton Town House, Los Angeles, March 14-20; at St. Francis Hotel, San Francisco, March 21-26, contact: Lou Snider.	GROSS-SYDNEY, INC. (498 SEVENTH AVENUE)	DETROIT, CHICAGO, CALIFORNIA
Thursday March 7 10:30 A.M. Coffee	PRESS SHOWING OF NEW SHOP Gimbels' showing of fashions from new Young Sophisticates Shop. (For Release, Mon., March 11.) By invitation. Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR YOUNG SOPHISTICATES
Thursday March 7 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Rosette Pennington will present Spring fashions by Estevez. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ROSETTE PENNINGTON (20 EAST 56TH STREET)	HOTEL PLAZA PERSIAN ROOM
March 7	CUSTOMER SHOWING OF BOB BUGNAND'S CUSTOM ORDER FASHIONS AT 3:00 P.M.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday March 9- March 17	N.Y. COLISEUM ANTIQUES FAIR Half a million antiques from all parts of the world with emphasis on European and American furnishings, displayed by more than 140 dealers. Hours: 1:00-11:00 P.M.; Sundays, 2:00-7:00 P.M. Admission: \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	N.Y. COLISEUM COLUMBUS CIRCLE
Saturday March 9- March 17	INTERNATIONAL FLOWER SHOW "Gardens Are For Living"--forty-sixth annual flower show. Hours: 1:00-10:00 P.M. Thereafter 10:00 A.M.-10:00 P.M. Last day, 1:00-7:00 P.M. Tickets: \$2.00 (adults); 90¢ (children). Publicity: Abbot M. Geer at E.M. Freystadt, LE. 2-5960.	HORTICULTURAL SOCIETY; N.Y. FLORISTS' CLUB	NEW YORK COLISEUM COLUMBUS CIRCLE
Monday March 11	PREVIEW: BEAUTY SALON IN SPRINGFIELD, MASS. Breck will invite the press to preview their new beauty salon, designed by Barbara Dorn, A.I.D.; showing of new hairstyles and introduction of new preparations; also luncheon at Old Storowton Tavern. Transportation will be provided from N.Y.C., and return. By invitation. Contact: Ella M. Riker, Springfield, RE. 9-7251.	JOHN H. BRECK, INC.	115 DWIGHT STREET SPRINGFIELD, MASS.
Tuesday March 12 9:30 A.M. Breakfast	PREVIEW: LINE-FOR-LINE IMPORT FASHIONS Press preview of Ohrbach's Spring couture line-for-line reproductions of coats, suits, and dresses. ( <u>For Release, Wed., March 13.</u> ) By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	5TH FLOOR
Cancelled March 12	GEORGES KAPLAN'S FUR FASHIONS DURING LUNCHEON AT THE WALDORF-ASTORIA, 12:30 P.M., HAS BEEN CANCELLED. Publ.: Phyllis Youngheart, PL. 1-0752.		
Wednesday March 13 9:30 A.M. Breakfast	PREVIEW OF IMPORTS AND REPRODUCTIONS Press preview of French and Italian imports and reproductions. ( <u>For Release, Thurs., March 14.</u> ) By invitation. Publ.: Renee Hall, OX. 5-4500.	ALEXANDER'S	500 CLUB 500 SEVENTH AVENUE
Wednesday March 13 11:30 A.M.	SPRING-SUMMER PREVIEW BY TWO DESIGNERS Fashions by Gigliola Curriel of Milan and Bernard Newman of the U.S.A. ( <u>For Release, Fri., March 15.</u> ) By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday March 14 9:00 A.M. and 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS "International Couture"--Spring import collection at breakfast and luncheon. Report and Commentary: Russel Carpenter, Vice President--I. Magnin & Co. Co-chmn.: Eugenia Sheppard--N.Y. Herald Tribune, and Patricia Peterson--N.Y. Times. Prices: Breakfast--\$6.00, members; \$10.00, guests; Luncheon--\$10.00, members; \$15.00, guests. One guest per member. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Thursday March 14 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Showing of Spring fashions by Jerry Silverman, available at Miss Bergdorf. Coiffures and makeup by Rose Laird. Press by invitation. Public by reservation. Contact: "Banquet Dept.," PL. 9-3000. Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	JERRY SILVERMAN (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 17- March 20	ANNUAL INTERNATIONAL BEAUTY SHOW AT STATLER-HILTON HOTEL. Contact: Joseph Byrne, Managing Director, 16 W.46 Street, PL. 7-9050.		
Thursday March 21 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Summer fashions by Abe & Mort Schrader; Stephan Ltd., available at Miss Bergdorf. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Schrader and Stephan Publicity: Betty Yarmon, LO. 4-9194. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ABE & MORT SCHRADER; STEPHAN LTD.	HOTEL PLAZA TERRACE ROOM
Sunday March 24- March 27	TWELFTH NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors and syndicate writers will be invited to see Summer showings by 27 members of the Texas Fashion Creators Association at annual press week. By invitation. Contact: Mrs. Velma McKee, 913 Tower Petroleum Building, Dallas, Texas.	TEXAS FASHION CREATORS ASS'N.	SHERATON DALLAS HOTEL DALLAS, TEXAS
Monday March 25 4:00 P.M. Cocktails	PREVIEW: FALL SPORTSWEAR FASHIONS White Stag will present their Fall sportswear collection at a preview for press and buyers. Show at 4:30 P.M. By invitation and admission card only. Contact: Claire De Kupsa or Joni Barth, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Tuesday March 26 12:30 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW Galey & Lord's Spring and Summer cottons by leading designers. Press by invitation. Public by reservation, contact: "Banquet Dept.," PL. 5-1000. Publicity--Galey & Lord: Rosemary Sheehan, MU. 5-1280. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	GALEY & LORD	SHERATON EAST HOTEL BALLROOM
Tuesday March 26 4:00 P.M.- 7:00 P.M. Champagne	PREVIEW: SPORTSWEAR AND KNITS FOR FALL Preview of sportswear, coordinates, and knits for Fall '63. For press and buyers, by invitation. Contact: Lynn Snithers or Gerry Ahearn, LO. 5-2442. Publicity: Joy Hicks, 611 Mission Street, San Francisco, EXbrook 2-8723.	KORET OF CALIFORNIA (1407 BROADWAY)	TIME & LIFE BUILDING PONTI AUD. - 8TH FLOOR
Thursday April 4 9:00 A.M. Breakfast	PRESS PREVIEW: NEW MODEL ROOMS Preview of model rooms, designed by Blair Catterton, featuring premiere of "Indigo," a fabric collection by 'Everfast," based on museum patterns of the early American period. (For Release, Tues., April 9.) By invitation. Publicity: Lorraine Talent, OR. 9-7800, Ext. 412.	B.ALTMAN & CO.	7TH FLOOR AMERICAN WING
April 9	PASSOVER--begins Tuesday, April 9, at sundown. (April 9-16).		
April 14	EASTER SUNDAY		
Wednesday April 17 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION Lady Manhattan will present their Fall sportswear collection. Show at 4:30 P.M. For press and buyers, by invitation. Commentator and Fashion Coordinator: Phyllis Youngheart, PL. 1-0752. Publicity: Joan King at Daniel & Charles, MU. 6-7288.	LADY MANHATTAN (1407 BROADWAY)	CHASE MANHATTAN BANK 1 WALL ST.-PENTHOUSE



OPERA...THEATRE...BALLET

- Saturday  
March 2      OPENING: "DEAR ME, THE SKY IS FALLING"      MUSIC BOX THEATRE, 239 W. 45TH ST.  
Theatre Guild will present a comedy by Leonard Spigelgass, based on story by Gertrude Berg and James Yaffe, about the homely wisdom of a woman when confronted with the silence of psychiatry; starring Gertrude Berg and Howard Da Silva. Director: Herman Shumlin. Costumes: Edith Luytens. Publicity: Dorfman Associates, LO. 3-0858.
- Monday  
March 4      TWENTY-FIRST WEEK: METROPOLITAN OPERA      MET. OPERA HOUSE, B'WAY & 39TH ST.  
Mon., March 4: Bellini's "La Sonnambula."      Tues., March 5: Puccini's "Turandot."      Wed., March 6: Beethoven's "Fidelio."      Thurs., March 7: Bellini's "La Sonnambula."      Fri., March 8: Strauss' "Ariadne auf Naxos."      Sat. Mat., March 9: Rossini's "Il Barbiere di Siviglia."      Sat. Eve., March 9: Verdi's "Otello."      Publicity: Francis Robinson, PE. 6-1200.
- Thursday  
March 7      OPENING: "THE RIOT ACT"      CORT THEATRE, 138 WEST 48TH STREET  
Starring Dorothy Stickney with Ruth Donnelly and Mark Dawson in the comedy by Will Green, about a fey matriarch who rules her brood of three New York policemen, presented by Emmett Rogers and Stanley Gordon. Director: Jack Landau. Costumes: Noel Taylor. Publicity: Debuskey-Krawitz, CI. 7-7507.
- Saturday  
March 9      OPENING: "TOVARICH"      BROADWAY THEATRE, B'WAY & 63RD ST.  
Starring Vivien Leigh and Jean Pierre Aumont in the musical based on the Robert E. Sherwood adaptation of Jacques Deval's play, presented by Abel Farman and Sylvia Harris. Director: Delbert Mann. Costumes: Motley. Publicity: Richard Maney, CI. 7-4646.
- Tuesday  
March 12      FIRST WEEK: N.Y. CITY BALLET      N.Y. CITY CENTER, 131 W. 55TH STREET  
Tues., March 12: Apollo, Allegro Brillante, Episodes, Symphony in C.  
Wed., March 13: Swan Lake, Donizetti Variations, The Cage, La Valse.  
Thurs., March 14: Firebird, Four Temperaments, Afternoon of a Faun, Symphony in C.      Fri., March 15: Serenade, Agon, Interplay, Stars & Stripes.  
Sat. Mat., March 16: Serenade, Firebird, Interplay, Symphony in C.  
Sat. Eve., March 16: Creations of the World, Raymonda Variations, Agon, La Valse.      Sun. Mat., March 17: Swan Lake, Four Temperaments, Creations of the World, Western Symphony.      Sun. Eve., March 17: Donizetti Variations, The Cage, Episodes, Apollo.      Publicity: Robert Larkin, CO. 5-4784.
- Wednesday  
March 20      OPENING: "LADY OF THE CAMELIAS"      WINTER GARDEN, 1634 BROADWAY  
Starring Susan Strassberg with John Stride and Frank Silvera in the adaptation of Alexander Dumas' novel, presented by Norman Twain. Director: Franco Zeffirelli. Costumes: Marcel Escoffier. Publicity: Dorfman Associates, LO. 3-0858.
- Thursday  
March 21      OPENING: "MY MOTHER, MY FATHER AND ME"      PLYMOUTH THEATRE, 236 WEST 45TH ST.  
Starring Ruth Gordon, Walter Matthau, Lili Darvas, in a new play by Lillian Hellman about an unsuccessful business man, his ostentatious wife, and idealistic but immature son, presented by Kermit Bloomgarden. Director: Gower Champion. Costumes: Dorothy K. Jeakins. Publicity: Dick Maney, CI. 7-4646.
- Monday  
March 25      OPENING: "HOTSPOT"      SHUBERT THEATRE, 225 WEST 44TH ST.  
Starring Judy Holliday with Joseph Campanella, Joseph Bova, Arny Freeman, in the play by Jack Weinstock and Willie Gilbert, about the Peace Corps, presented by Robert Fryer and Lawrence Carr. Director: Morton Da Costa. Costumes: Reuben Ter-Arutunian. Publicity: Betty Lee Hunt, EN. 9-7472.



# 1964

## JANUARY

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